



USAREUR Strategic Communication Messages

USAREUR Vision

- Freedom's Expeditionary Force
 - ✓ Transformed and Ready
 - ✓ Projecting premier full-spectrum joint forces
 - ✓ Lean and agile, strategically postured
 - ✓ Guarantors of security, access, and stability
- An Army Forward ➤ Any Mission, Anywhere!

Short Term Messages (Fall 04)

- U'R is an emblem of the US commitment to NATO - we will keep this commitment during our transformation.
- Preparation for OEF/OIF is the focus for training. What we do in training is key to success in Combat Operations
- U'R continues to demonstrate its unparalleled ability to prepare and deploy agile, flexible, expeditionary forces for joint and combined operations and is an essential part of the Army strategy in GWOT
- Our Local National and civilian workforce are key to U'R's success. Transformation will be a thorough and deliberate process and our valuable workforce will be constantly informed.
- The announced U'R transformation and return of units to CONUS does not change day to day operations. Updated information will be disseminated as it becomes known.
- With winter approaching, we all must be aware of the dangers it brings and act to prevent mishaps.
- As a European based command, U'R has unique base support needs that must not be overlooked by the rest of the Army.



DA Strategic Communication Messages

Enduring Messages

Army at War-Landpower for the Joint Force

Moving from the Current Force to the Future Force... NOW

- ✓ to reflect wartime realities
- ✓ to incorporate "next generation" capabilities
- ✓ to keep Soldiers first
- ✓ to sustain a Campaign Quality Army
- ✓ maximize Joint and Expeditionary Capabilities

Short Term Messages (Spring/Summer 04)

- The Army is proud of our Soldiers, our families, and their commitment to our Nation.
- Generating more combat power, and thereby increasing rotational forces, is a top priority.
- The Army Campaign Plan will result in increased stability and predictability for our Soldiers, families, and civilians.
- America appreciates Soldier sacrifices and their contributions to our security.
- All Soldiers are prepared, trained and fully equipped for the fight
- The Coalition has overthrown two terrorist regimes, rescued two nations and liberated 50 million people. Americans understand that the rise of democracy in the heart of the Middle East will be a crucial setback for international terror.
- The Army must be resourced to both fight the war AND transform.
- The Army is fighting a war while simultaneously rotating, resetting, rethinking, rebalancing, and restructuring.
- Combat power is rooted in capability, not quantity.

